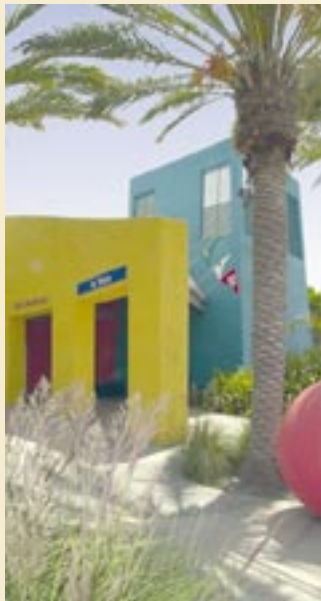


Chula Vista, California

Redevelopment



Beautifying Our City

Beautification Projects are one of the current priorities of the Redevelopment Agency, with projects proposed at the E, H and Palomar Street entryways from the I-5 freeway. Additionally a new monument sign and street scape improvements are planned for Third Avenue downtown, and a master designed landscape and graphic right-of-way improvement is planned for Main Street in the Otay Valley area.



Downtown holiday lighting (Town Centre I)



Third Avenue Monument Sign (Town Centre I)



760 Broadway mixed use project (Southwest)



H Street beautification (Town Centre II)

Redevelopment Timeline

1974

Bayfront Redevelopment Area Established



1976

Town Centre I Redevelopment Area Established





*La Bella Pizza
sidewalk cafe
(Town Centre I)*



Storefront Renovation Program

Established in target areas on Third Avenue and H Street, the Storefront Renovation Program provides rebates to merchants and property owners making improvements to the exterior of their buildings. The program—featuring matching rebates up to \$10,000—includes programs for signage, full facade renovations, landscaping and structural repairs. Future plans for the program include its possible expansion into the Broadway Corridor as part of the upcoming Broadway Revitalization Project.



Main Plaza mixed use project (Southwest)

1978

*Town Centre II
Redevelopment
Area
Established*



1980

*Chula Vista
Centre—
Town Centre II*



1983

*Otay Valley
Redevelopment
Area
Established*



Redevelopment Project Areas

Bayfront

The Bayfront is home to Goodrich, the Southbay Power Plant, two marinas, several restaurants, the National Wildlife Refuge and Chula Vista Nature Center. In 1995, Goodrich constructed their 245,000 square foot headquarters. Thereafter, Goodrich, the San Diego Unified



Port District and the City of Chula Vista entered into a three-party agreement to ensure redevelopment of the 140 prime coastal acres along the Bayfront south of H Street.

The Port District and City are currently working through a

"visioning" process for the area. The process includes re-siting the power plant. Recently, Pacifica Properties entered an agreement with the City to develop the Bayfront Village—including 3,400 residential units, plus visitor-oriented commercial uses.

Town Centre I

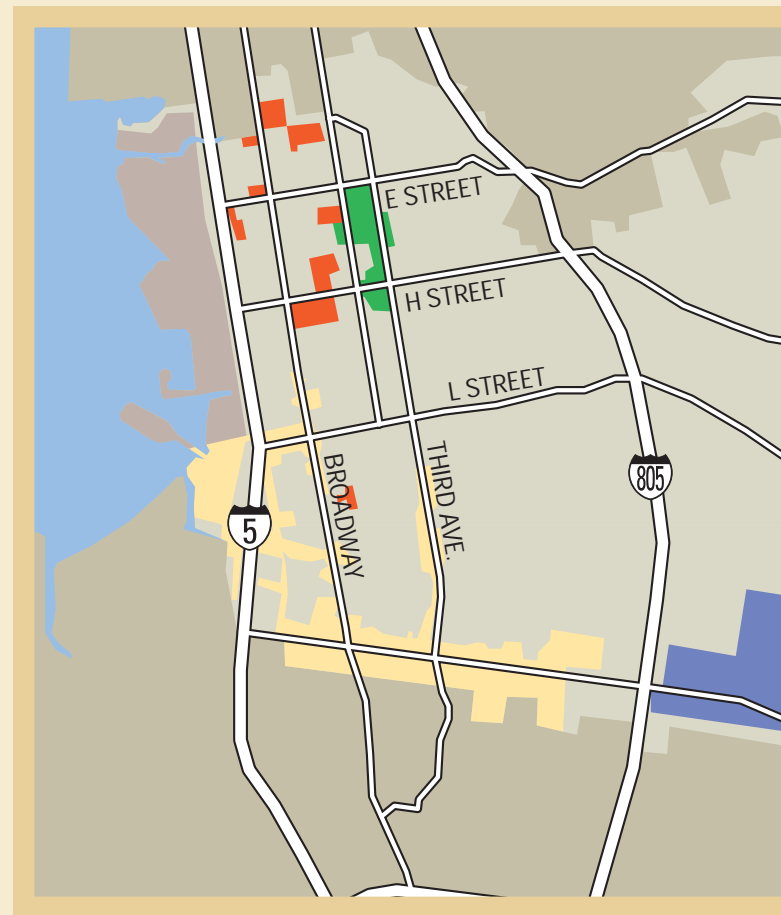
This 138-acre project area encompasses historic downtown Chula Vista. It comprises a variety of small shops and restaurants plus civic and cultural uses, such as the San Diego County Superior Court complex, Norman Park Senior Center, and the City's Memorial Park and amphitheater. The area is the scene of many of Chula Vista's festivals



and events, including the weekly Farmer's Market, Lemon Festival and Starlight Yule Parade.

Recent accomplishments include the establishment of a Storefront Renovation Program

and the construction of Phase I of Gateway Chula Vista—a 347,000 square foot mixed use commercial office project at the corner of Third Avenue and H Street. Redevelopment activities in this area are in partnership with the Chula Vista Downtown Business Association, funded through a Property Based Business Improvement District.



Town Centre II

This project area comprises 10 non-contiguous sites totalling 76 acres through western Chula Vista. Properties include a 65-acre regional shopping mall, the Civic Center, Chula Vista Main Branch Library, Eucalyptus Park, and Scripps Memorial Hospital.

Recent achievements in this area include the development of



South Bay Marketplace—a 200,000 square foot shopping center co-anchored by WalMart and Best Buy. Additionally a \$15.8 million expansion of Scripps Hospital was completed

in 1999. Proposed projects include the development of a mixed use transit-oriented development adjacent to the E Street Trolley Station and the expansion of Chula Vista Center shopping mall.

1984

Park Plaza and
Public Parking
Garage—
Town Centre I



1987

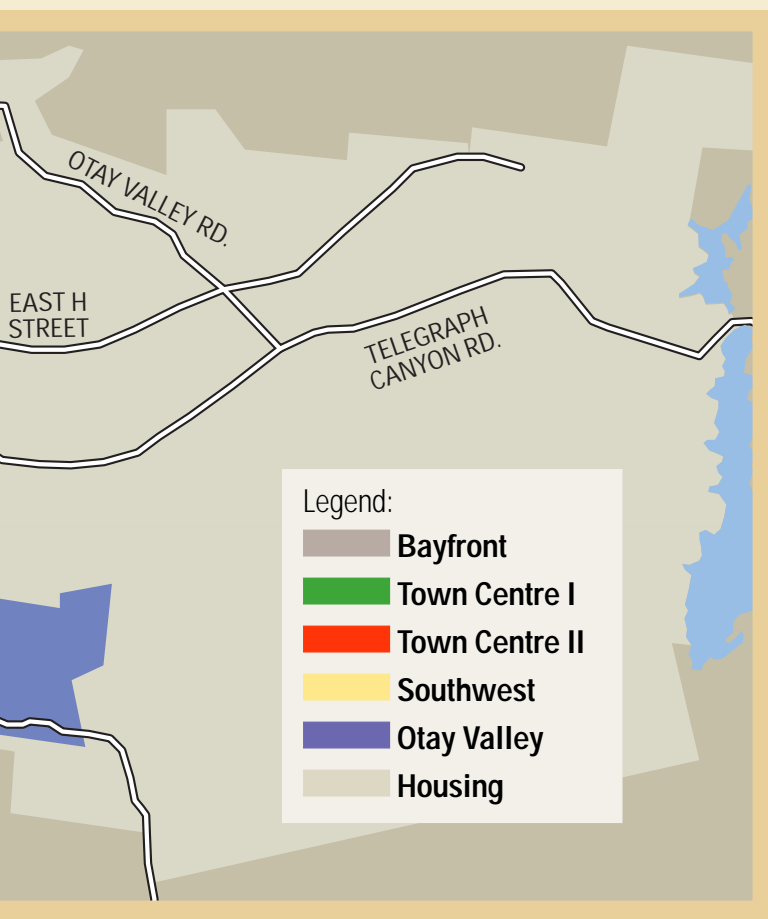
Chula Vista
Nature
Center—
Bayfront



1990

Southwest
Redevelopment
Area
Established





Southwest

Southwest, the largest of the redevelopment project areas with 1,050 acres, primarily features small family-run industrial and commercial uses, along with residential development. Significant redevelopment projects have included the Palomar Trolley Center, an \$11 million community retail center at the corner of Palomar Street and Broadway—a gateway into the southwest area of the City. Other projects have included the County of San Diego's Family Resource Center, South Chula Vista Library, the Otay Recreation Center and several affordable housing projects.



Pending projects include a mixed use residential project on the former Brownfield site at 760 Broadway, the Main Plaza mixed use residential project and the Palomar Entryway beautification street scape.

Otay Valley

Encompassing 771-acres, the Otay Valley Redevelopment Area is a gateway into Chula Vista from Otay Mesa and the U.S./Mexico border crossing. It contains light industrial, entertainment and large retail uses, including the Coors Amphitheatre, Knott's Soak City water park and the Chula Vista Auto Park.

Development in the area includes extensive Brownfield redevelopment projects.



Recently completed projects include an expansion at Gold Coast Engineering and the construction of a new 25-acre Public Works Center for the City.

Upcoming plans include the expansion of the Chula Vista Auto Park and the implementation of the Main Street Master Design—a right-of-way beautification project to benefit the entire area.

Housing

As an arm of the Redevelopment Agency, the Housing Division administers various programs to improve, preserve and increase the supply of affordable housing and facilitates related home buyer, homeowner and rental assistance programs throughout the City. Programs include: pre-development financing, acquisition, construction and permanent construction financing, rehabilitation grants and loans for owner-occupied properties, first-time home buyer assistance and assistance to homeless shelter/service providers.



1992

*Scripps Hospital—
Town Centre II*



1992

*Goodrich
Headquarters—
Bayfront*



Plans for the Future

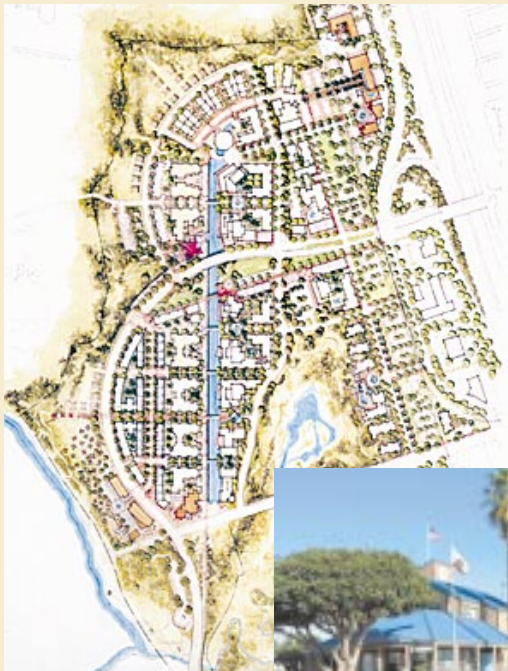
The Redevelopment Agency is currently working on a Plan Amendment to add 25-percent of additional land area to the current Redevelopment Project Areas. Key components of the plan include the addition of several blighted industrial and retail properties and the extension of eminent domain powers in some project areas. The Plan Amendment will be submitted for formal adoption in 2003.



Chula Vista Center renovation



Heritage Town Center (Affordable Housing Project) (Southwest)



Bayfront Village (Bayfront)



Third Avenue mixed use project (Town Centre I)

Port Visioning Process

1994

*Palomar Trolley Center—
Southwest*



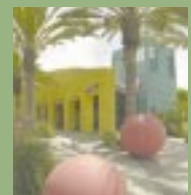
1995

*Chula Vista Auto
Park Phase I—
Otay Valley*



2000

*Otay Recreation
Center—
Southwest*





Otay Recreation Center (Southwest)



ADMA mixed use project (Town Centre I)



*Highland
Partnership
(Bayfront)*



*Gateway Chula Vista,
phase 1 (Town Centre I)*

2001

*Gateway Chula
Vista Phase I—
Town Centre I*



2003

*Proposed—
Redevelopment Plan
Amendment expanding
project areas by
25 percent*





Chula Vista

City Council/

Redevelopment Agency

Stephen C. Padilla, Mayor

Patty Davis

John McCann

Jerry R. Rindone

Mary Salas

City Manager

David D. Rowlands, Jr.

- Five redevelopment areas comprising 3,136 acres including commercial, industrial and residential areas.
- Full-time professional staff including project management, legal, financial, engineering, planning and environmental expertise.
- Emphasizing an entrepreneurial approach featuring innovation, creative solutions to challenges, permit expediting and technical assistance.